

PROFESSIONAL PROFILE

A creative and results driven Marketing professional with 4 years' experience and a BA (Hons) in Advertising and Marketing Management. Commercially-astute with an eye for creating engaging marketing content including social media campaigns and digital marketing strategies. Regarded as a driven and passionate enthusiast for high-quality content, adopting a multitude of tools to optimise SEO and deliver results. Possesses excellent stakeholder management, workflow coordination and project management skills in fast-moving environments. Currently looking to secure a challenging new role that leverages experience and skills gained to date.

KEY SKILLS

- Project Management
- Content Creation
- Account Management
- Google Analytics
- Social Media Strategies
- Stakeholder Management
- Influencing & Negotiation
- Google Keywords
- Strong Client Focus
- Digital Marketing
- SEO Optimisation
- Data Analysis

CAREER HIGHLIGHTS

- Increased the number of reviews on Google to drive organic search results, achieving ~4000 searches a month and ~60 calls a month (*Safari*)
- Led a student campaign on Instagram, increasing engagement by up to 110% and Facebook by 67% (*UoN*)
- Increased engagement by 16% by sharing content and interviewing volunteers and people (*Teamwork Trust*)

PROFESSIONAL EXPERIENCE

Account Manager

July 2019 – Present

SAFARI GENERAL TRADING LIMITED

- Created a strategy plan to promote content on Google Local My Business
- Prepared a variation of SEO strategies to help boost the originations listing
- Led both face-to-face and online customer interactions and ensured all enquires were dealt with rapidly
- Served as the lead point of contact for all customer account management matters
- Utilised SEO tools to produce keywords to be used in content creation to improve organic reach
- Communicated the progress of monthly/quarterly initiatives to stakeholders

Social Media Assistant

Jan 2019

UNIVERSITY OF NORTHAMPTON

- Created content to promote the University on social media platforms most relevant for the target audience
- Formulated short-term and long-term social media strategies and spearheaded social media campaigns
- Edited videos and pictures to produce engaging and relevant content that was ready to be published
- Attracted additional international students by vlogging and taking videos of fun activities on campus
- Analysed audience information and demographics, and success of social media projects
- Proposed new ideas and concepts for social media content

Social Media Assistant

Nov 2017 – Apr 2018

TEAMWORK TRUST

- Created and published B2B content for social media platforms such as Facebook & LinkedIn
- Managed a group of 3, responsible for their training and development
- Led a 9-week campaign and grew followers on Instagram by 30% and achieved 70 additional likes on Facebook
- Built and developed customer relationships and ensured enquires were answered swiftly
- Constructed a social media campaign and monitored the data to enhance customer relations
- Developed campaign strategies on LinkedIn where our target audience would be captured

EDUCATION

BA (Hons) Advertising and Marketing Management (2:1)

2019

UNIVERSITY OF NORTHAMPTON

- **Dissertation:** *Effects social media has on brand reputation*
- **Experience:** *Had the opportunity to work with clients face to face and understand their needs to grow their online presence and expand digitally*

Business BETC Level 3 National Diploma

2015

ICT BETC Level 3 Single Diploma Award

BROOMFIELD SIXTH FORM

- BETC Level 3 equivalent A-level in Business (double award) and ICT (single award)

LANGUAGES & PERSONAL INTERESTS

Languages

- Fluent in English and Somali

Personal Interests

- Reading, going to the Gym and Traveling

TECHNICAL SKILLS

- Microsoft Office
- Communication skills
- Adobe Photoshop
- Adobe Illustrator
- WordPress
- Wix.com
- Google Trends
- Microsoft Office
- Customer service